

**SAN PEDRO HISTORIC WATERFRONT
BUSINESS IMPROVEMENT DISTRICT (PBID)**

**390 West 7th Street
San Pedro, CA 90731**



November 1, 2017

Ms. Miranda Paster
Management Services Division
Office of the City Clerk
City of Los Angeles
200 N. Spring Street
Room #395
Los Angeles, CA 90012

**Re: San Pedro Historic Waterfront District
3rd Quarter Report –
July to September 2017**

Dear Ms. Paster:

As required by the contract with the City of Los Angeles for management of the **San Pedro Historic Waterfront District BID**, submitted herewith is the 3rd Quarter Report for 2017 that summarizes the organization's activities for that period. BID activities pursuant to contract #C-121683 were initiated during this Quarter following the City's adoption of City Council File Number 12-1041.

3rd Quarter Activities

Administrative

During the 3rd quarter, the SPPOA had three board meetings on July 12, August 2 and September 6, 2017. During this quarter, we completed our BID renewal.

Visitor & Ambassador Services

Public Safety Ambassadors continue to patrol the District on foot, bicycle and motorized scooter daily from 10:00AM until midnight (Sun-Thurs) and until 2:00AM (Fri-Sat).

We continue to operate the tourism kiosk at the Battleship IOWA Museum and provide them with collateral materials. This quarter, we continued our distribution of our visitor's map. The summer visitor map included an expanded route, a list of all the businesses in the district and a trolley map.

During this quarter, we operated our four trolleys. In addition to the two that the SPPOA owns, the SPPOA leased two additional trolleys. The trolleys operated on the weekends between 12:00pm – 6:00pm.

Sanitation & Beautification

Streets and sidewalks are swept seven days per week. During this work all street trash receptacles are emptied and trees wells freed of litter and pet waste. This service is provided for a fee by a local non-profit sober living house.

During this quarter, the Beacon House team that empties the trash continues to use the two trash dumpsters we rented through Edco. During this quarter, we increased the trash pickup frequency by one day.

Alley cleaning and bulky item removal is conducted Monday – Friday. This non-profit, Clean San Pedro also provides landscape services and graffiti removal. During this quarter, Clean San Pedro worked an average of 210 hours per month.

Marketing, Promotions & Special Events

This quarter, we continued our social media marketing campaign on Facebook and Instagram. Significant improvements were made in scheduling posts in advance.

During this quarter, the SPPOA hosted a San Pedro Chill event during CicLAvia in August. The event included a shaded area, misting tents, entertainment and visitor information.

We also prepared for LA Fleet Week as the designated organization to host the official welcome party for the event. This year's event had a Hollywood theme. The downtown streets were closed to host a block party welcoming our military and visitors to San Pedro.

Additionally, we provided transportation throughout the LA Fleet Week transporting thousands of visitors over a 4-day period. It is estimated that between 160k – 180k people attended the event.

PBID continues to promote and fund live entertainment every 1st Thursday of the month. This quarter, we created Third Saturday to attract visitors to the multiple art galleries in the district. The event is from 2-6pm.

Please let me know if you have any questions.

Sincerely,



Lorena Parker
Executive Director

cc: Rick Scott, Office of the City Clerk

San Pedro Property Owners' Alliance

PROFIT AND LOSS

January - September, 2017

	TOTAL		
	JAN - SEP, 2017	JAN - SEP, 2016 (PY)	% CHANGE
INCOME			
Grants	158,700.00		
INCOME	5,322.00	1,040,041.01	-99.49 %
INTEREST INCOME	7.15	522.82	-98.63 %
PBID-Property Assessments	1,007,812.60		
Total Income	\$1,171,841.75	\$1,040,563.83	12.62 %
GROSS PROFIT	\$1,171,841.75	\$1,040,563.83	12.62 %
EXPENSES			
A. Visitor, Ambassador & Security Services	276,238.76	228,747.16	20.76 %
B. Maintenance, Sanitation, Beautification & Capital Improvements	143,078.65	113,559.00	25.99 %
C. Marketing, Promotions, & Special Events	90,931.52	115,684.70	-21.40 %
D. Administration, District Management, & Contingency	115,114.35	149,305.62	-22.90 %
Total Expenses	\$625,363.28	\$607,296.48	2.97 %
NET OPERATING INCOME	\$546,478.47	\$433,267.35	26.13 %
OTHER INCOME			
Other Income	34,011.29	-9,366.86	463.10 %
Total Other Income	\$34,011.29	\$ -9,366.86	463.10 %
OTHER EXPENSES			
Reconciliation Discrepancies		-18.45	100.00 %
Total Other Expenses	\$0.00	\$ -18.45	100.00 %
NET OTHER INCOME	\$34,011.29	\$ -9,348.41	463.82 %
NET INCOME	\$580,489.76	\$423,918.94	36.93 %